

**FOR IMMEDIATE RELEASE**

**Cheers launches premium ready-to-eat meals featuring the famous Koung's Wan Tan Mee and Asia's premier celebrity chef, Chef Justin Quek's favourite dishes**  
*Skip the long queues for Koung's Wan Tan Mee, plus indulge in Chef's Justin Quek's dishes at affordable prices in the comfort of your home*



Singapore, 19 July 2021 – Are you a fan of Koung's Wan Tan Mee? Always wanted to get its signature dish but do not wish to queue? Great news! Now, you can enjoy the ready-to-eat version at home. Cheers and FairPrice Xpress are the first to launch and carry the ready-to-eat version in a retail store. Not only that, in a bid to expand its ready-to-eat range of local favourites and western mainstays, Cheers has collaborated with Chef Justin Quek of three-Michelin-starred Les Amis to introduce his favourite dishes at affordable prices. These convenient yet tasty meals are exclusively available at selected Cheers and FairPrice Xpress outlets till 30 September! Check the stores out for seasonal promotions!

Koung's Wan Tan Mee was founded in 1964, just one year before Singapore gained independence. Over the decades, the brand's Singapore-style wan tan mee has become a hit amongst local gourmands, tourists and food critics. It has been featured in The Business Times's CEOs' Hawker Guide, and has also received numerous accolades such as the Certificate of Award for the Fine Culinary Skill, Encounter of the Kings and The Green Book's Best Food Awards. Koung's Wan Tan Mee is also a favourite haunt for many popular food bloggers such as Dr Leslie Tay.



*Image: Wan Tan Mee with Chicken Char Siew by Kolo Mee by Koung's Since 1984*

Exclusively available now at Cheers is the **Wan Tan Mee with Chicken Char Siew by Kolo Mee by Koung's Since 1984**. Quell all your hankerings for the famous wan tan mee anytime, any day! The springy noodles boast a firm bite, and they soak up the delicious chilli and black sauce. Sliced, smoky and perfectly charred chicken char siew sits atop. This is the ultimate comfort food! This product contains no pork and no lard. Skip the queues and grab the ready-to-eat version, exclusively available at selected Cheers and FairPrice Xpress outlets!

***Convenient meals whipped up by Chef Justin Quek***

**Cheers**  
**FOR QUICK MEALS**  
**CHEF JUSTIN QUEK**

Celebrity Chef  
Justin Quek

**Exclusive**

- Fish Curry and Coconut Rice
- Sambal Prawn Capellini
- Chicken A La Crème

**Cheers FairPrice<sup>xpress</sup>**  
Available at selected stores\*

Besides the wan tan mee, Cheers will also be launching new ready-to-eat meals by Chef Justin Quek, who is regarded as Asia's premier celebrity chef. In 1994, Chef Justin founded Les Amis, a French restaurant that has since gone on to clinch the coveted three Michelin stars. Throughout his illustrious career, he has served numerous politicians and dignitaries such as Former Chinese President Jiang Zemin and Microsoft Founder Bill Gates. He has also cooked for Singapore's founding father, the Late Minister Mentor Lee Kuan Yew. He is the recipient of numerous awards, including "Best Chef of the Year" and "Hall of Fame for Best Chef" bestowed by the World Gourmet Summit as well as "Lifetime Achievement Award" by the New World Food and Wine Festival. Chef Justin shares his favourite dishes to all, in ready-to-eat version at affordable prices via Cheers and FairPrice Xpress.



*Image: (left to right) Sambal Prawn Capellini and Chicken A La Crème*

Simply pop the ready-to-eat items in the microwave for a few minutes and enjoy a wholesome meal! The offerings include the following:

**Sambal Prawn Capellini by Chef Justin Quek:** An East-meets-West fusion meal! Al dente capellini is tossed with a generous serving of the chef's speciality sambal sauce. Juicy and flavourful prawns up the indulgence.

**Chicken A La Crème by Chef Justin Quek:** Inspired by traditional French fare! The tender chicken is cooked à la crème style in a rich, decadent white cream sauce. Spoon it over the buttery pilaf rice and know the meaning of bliss! Edamame and mushrooms accompany as well.

**Fish Curry and Coconut Rice by Chef Justin Quek:** Get to enjoy the most beloved dish of Chef Justin's JustIN Flavours of Asia in the comfort of your own home! This wholesome and homemade curry is a wonderful marriage of Nonya rempah and fresh fish. Reminiscent of Indian curry, but of a lighter consistency and mildly spicy note, the curry also carries the refreshing tanginess of tamarind. It is served with fragrant coconut rice.

Chef Justin Quek's products will join previously launched offerings by Taste Asia. Find other convenient ready-to-eat meal options that Cheers & FairPrice Xpress offers:



*Image: (left to right) Cheese Hamburg Bento with Japanese Rice*

**Cheese Hamburg Bento with Japanese Rice:** Hamburg is a household yōshoku dish in Japan and an important component of gozen. The juicy and tender hamburger steak is made by hand with luxurious top-grade beef. It is then topped with cheese and double-baked for that melty, gooey pull, before it is finished with a luscious demi-glace sauce. The steak is paired with pearly, premium sakura rice that is procured from the Ishikawa Prefecture in Japan, famously known for yielding the best rice in the world. There is also a generous serving of edamame beans for good measure!

**Mee Rebus:** Yellow noodles immersed in thick, sweet, savoury and nutty gravy — what's not to love? Complete with hard-boiled eggs, crispy tofu puff, fried shallots and sliced green chilli, this is perfect for breakfast, lunch or dinner!

**Dum Biryani/Butter Chicken Rice:** This offering flirts with its lingering fragrance and golden gravy. Each chunk of succulent chicken is soured in the moreish gravy!

The ready-to-eat meals are available for purchase at selected Cheers and FairPrice Xpress outlets now. For the full list of stores which the premium ready-to-eat meals are available at, please visit <https://cheers.com.sg/ready-meals/>.

For media enquiries, please contact

Jo Jasiele, Mobile: 9695 8157, Email: [jo@brand-cellar.com](mailto:jo@brand-cellar.com)

Melissa Daniel, Mobile: 9662 1552 Email: [melissa@brand-cellar.com](mailto:melissa@brand-cellar.com)

Joyce Tan, Mobile: 8126 3096, Email: [joyce@brand-cellar.com](mailto:joyce@brand-cellar.com)